

LIST OF DOCUMENTS CITED BY APPLICANT
TO COMPLY WITH 37 C.F.R. 1.56ATTY. DOCKET NO.
DEM1P005SERIAL NO.
09/741,959

APPLICANT

VENKATRAMAN

FILING DATE
12/20/00GROUP
3623

U.S. PATENT DOCUMENTS

EXAMINER INITIAL*	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE

FOREIGN PATENT DOCUMENTS

	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION	
						YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

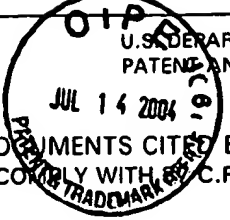
gm	AA	"Merriam Webster's Collegiate Dictionary", 10 th edition, pg 585, Merriam-Webster Incorporated, 1999.
gm	AB	Hernandez, Mauricio A., and Salvatore J. Stolfo, "Real-world Data is Dirty: Data Cleansing and the Merge/Purge Problem", Data Mining and Knowledge Discovery, Vol. 2, Issue 1, January 1998.

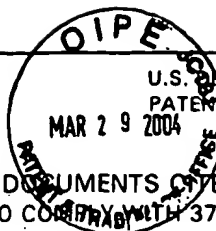
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11-16-04

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 <p>U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE</p> <p>LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56</p>				ATTY. DOCKET NO. DEM1P005		SERIAL NO. 09/741,959	
				APPLICANT VENKATRAMAN			
				FILING DATE 12/20/00		GROUP 3623	
U.S. PATENT DOCUMENTS							
EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
<i>Jm</i>	AA	6,725,208	04/20/2004	Hartman et al.	RECEIVED JUL 20 2004 GROUP 3600		
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)							
<i>Jm</i>	BA	A.F.M. Smith, "A General Bayesian Linear Model," University of Oxford, April 1972.					
EXAMINER <i>Capriola</i>				DATE CONSIDERED <i>11-15-04</i>			
*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.							



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U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
<i>JS</i>	AA	6,341,269	01/22/2002	Dulaney et al.	RECEIVED MAR 30 2004		
<i>JS</i>	AB	5,377,095	12/27/1994	Maeda et al.			
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<i>JS</i>	BA		Alan L. Montgomery and Peter R. Rossi, "Estimating Price Elasticities with Theory-Based Priors," Journal of Marketing Research Vol. XXXVI, November 1999 (pp 413-423).
<i>JS</i>	BB		Boatwright, Peter et al., "Account-Level Modeling for Trade Promotion: An Application of a Constrained Parameter Hierarchical Model," Journal of the American Statistical Association, Vol. 94, No. 448, December 1999 (pp 1063-1073).
<i>JS</i>	BC		Alan L. Montgomery, "Creating Micro-Marketing Pricing Strategies Using Supermarket Scanner Data," Marketing Science, Vol. 16, No. 4, 1997 (pp 315-337).
<i>JS</i>	BD		Robert C. Blattberg and Edward I. George, "Shrinkage Estimation of Price and Promotional Elasticities: Seemingly Unrelated Equations," Journal of the American Statistical Association, Vol. 86, No. 414, June 1991 (pp 304-315)
<i>JS</i>	BE		Arnold Zellner, "On Assessing Prior Distribution sand Bayesian Regression Analysis With G-Prior Distributions," Elsevier Science Publishers, 1986 (pp 233-243)
<i>JS</i>	BF		D.V. Lindley and A.F.M. Smith, "Bayes Estimates for the Linear Model," University College, December 1971.
<i>JS</i>	BG		George C. Tiao and Arnold Zellner, "On the Bayesian Estimation of Multivariate Regression," University of Wisconsin, January 1964.
<i>JS</i>	BH		Arnold Zellner, "An Efficient Method of Estimating Seemingly Unrelated Regressions and Tests for Aggregation Bias," University of Wisconsin, June 1962.

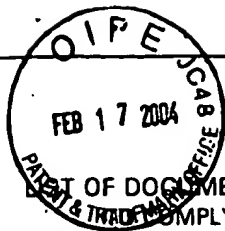
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U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
<i>Sub</i>	AA	6,397,193	05/28/2002	Walker et al.			
<i>Sub</i>	AB	6,341,268	01/22/2002	Walker et al.			
<i>Sub</i>	AC	6,052,686	04/18/2000	Fernandez et al.			
<i>Sub</i>	AD	5,933,813	08/03/1999	Teicher et al.			
<i>Sub</i>	AE	5,790,643	08/04/1998	Gordon et al.			
<i>Sub</i>	AF	5,765,143	06/09/1998	Sheldon et al.			

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<i>Sub</i>	CA		Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological Development and Managerial Applications", University of Pennsylvania, Working Paper 98-009, pp. 1-48, 1998.
<i>Sub</i>	CB		Rossi, Delorgio, & Kantor; "Making Sense of Scanner Data;" Harvard Business Review, Reprint F00205, 2000.
<i>Sub</i>	CC		"Pacifcorp IRP: Renewables Costs Must Drop 65% to be Competitive with Gas," dated December 8, 1995.
<i>Sub</i>	CD		Robert J. Dolan, "How Do You Know When the Price is Right?", Harvard Business Review, September-October 1995, P. 4-11

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<i>Int</i>	CA		"PCT International Search Report", Application Number PCT/US03/30488, mailed January 28, 2004.

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Sheet 1 of 1

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	APPLICANT VENKATRAMAN	
	FILING DATE 12/20/00	GROUP 2623

U.S. PATENT DOCUMENTS

EXAMINER INITIAL*	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE

FOREIGN PATENT DOCUMENTS

	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION	
						YES	NO

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GROUP 3600

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

<i>Jub</i>	CA		"PCT International Search Report", Application Number PCT/US02/14977, mailed May 5, 2003.
<i>Jub</i>	CB		DYER, ROBERT F. et al., "Case Studies in Marketing Decisions Using Expert Choice," Decision Support Software, 1988, Pages 2-7, 73-108.

EXAMINER <i>[Signature]</i>	DATE CONSIDERED 11-15-04
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U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICEATTY. DOCKET NO.
DEM1P003SERIAL NO.
09/741,956LIST OF DOCUMENTS CITED BY APPLICANT
TO COMPLY WITH 37 C.F.R. 1.56

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U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
<i>Sub</i>	AA	6,025,686	05/18/2000	Fernandez et al.			
<i>Sub</i>	AB	6,173,345	01/09/2001	William A. Stevens			

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<i>Sub</i>	BA	WO 98/53415	11/26/1998	Ouimet et al.				

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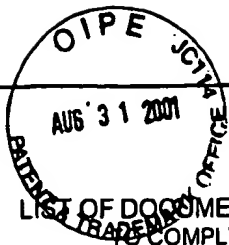
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

<i>Sub</i>	CA		"PCT International Search Report", Application Number PCT/US02/36710, mailed July 21, 2003.					
<i>Sub</i>	CB		YOEMAN, JOHN CORNELIUS JR., "The Optimal Offering Price for Underwritten Securities", 1993, Volume 55/01-A of Dissertation Abstracts International, Page 4743 (Abstract Only).					

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U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTY. DOCKET NO. DEM1P005	SERIAL NO. 09/741,959
	APPLICANT Venkatraman at el.	
	FILING DATE 12/20/00	GROUP 2161

U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
<i>jsb</i>	AA	6,205,431	03/20/01	Willemain et al.	705	10	
<i>jsb</i>	AB	5,459,656	10/17/95	Fields et al.	364	401	
<i>jsb</i>	AC	5,299,115	03/29/94	Fields et al.	364	401	
<i>jsb</i>	AD	5,799,286	08/25/98	Morgan et al.	705	30	
<i>jsb</i>	AE	5,732,401	03/24/98	Conway	705	29	

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		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

<i>jsb</i>	AI		"Report of Novelty Search" by Patentec, dated July 25, 2001

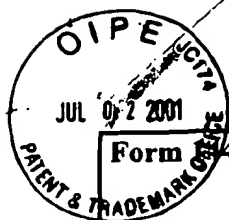
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DATE CONSIDERED

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Form 1549 (Modified)	Atty Docket No. DEM1P005	Application No.: 09/741,959
Information Disclosure Statement By Applicant	Applicant: VENKATRAMAN et al.	
(Use Several Sheets if Necessary)	Filing Date 12/20/00	Group 2161

U.S. Patent Documents

Examiner Initial	No.	Patent No.	Date	Patentee	Class	Sub-class	Filing Date
	A						
	B						
	C						
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Foreign Patent or Published Foreign Patent Application

Examiner Initial	No.	Document No.	Publication Date	Country or Patent Office	Class	Sub-class	Translation	
							Yes	No
	J							
	K							
	L							
	M							
	N							

Other Documents

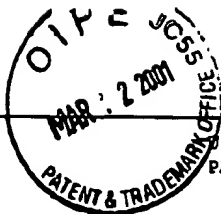
Examiner Initial	No.	Author, Title, Date, Place (e.g. Journal) of Publication
<i>Jnl</i>	O	Stephen J. Hoch et al., "Store Brands and Category Management", The Wharton School, University of Pennsylvania, March 1998, pp. 1-38
<i>Jnl</i>	P	Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological Development and Managerial Applications", The Wharton School, University of Pennsylvania, Working Paper 98-009, pp. 1-48
<i>Jnl</i>	Q	Alan Mercer, "Non-linear Price Effects", Journal of the Market Research Society, dated 7/1/96, p. 227
<i>Jnl</i>	R	Rockney G. Walters, "Assessing the Impact of Retail Price Promotions on Product Substitution, Complementary Purchase, and Interstore Sales Displacement", Journal of Marketing, Vol. 55, April 1991, pp. 17-28
<i>Jnl</i>	S	Robert C. Blattberg et al., "How Promotions Work", Marketing Science, Vol. 14, No. 3, Part 2 of 2, 1995, pp. G122-G132
<i>Jnl</i>	T	Peter M. Guadagni et al., "A Logit Model of Brand Choice Calibrated on Scanner Data", Marketing Science, Vol. 2, No. 3, Summer 1983, pp. 203-238
<i>Jnl</i>	U	Lee G. Cooper et al., "Standardizing Variables in Multiplicative Choice Models", Journal of Consumer Research, Vol. 10, June 1983, pp. 96-108



JUL 02 2001	V	Eileen Bridges et al., "A High-Tech Product Market Share Model with Customer Expectations" Marketing Science, Vol. 14, No. 1, Winter 1995, pp. 61-81
JUL 02 2001	W	Richard R. Batsell, et al., "A New Class of Market Share Models", Marketing Science, Vol. 4, No. 3, Summer 1985, pp. 177-198
JUL 02 2001	X	Jagmohan S. Raju, "The Effect of Price Promotions on Variability in Product Category Sales", Marketing Science, Vol. 11, No. 3, Summer 1992, pp. 207-220
JUL 02 2001	Y	Robert J. Dolan, "How Do You Know When the Price Is Right?", Harvard Business Review, September-October 1995, pp. 5-11
JUL 02 2001	Z	Fusun Gonul, "Modeling Multiple Sources of Heterogeneity in Multinomial Logit Models: Methodological and Managerial Issues"; Marketing Science, Vol. 12, No. 3, Summer 1993, pp. 213-229
JUL 02 2001	AA	Robert M. Schindler et al., "Increased Consumer Sales Response through Use of 99-Ending Prices", Journal of Retailing, 6/1/96, p. 187
JUL 02 2001	BB	Francis J. Mulhern et al., "The Relationship between Retail Price Promotions and Regular Price Purchases", Journal of Marketing, Vol. 59, October 1995, pp. 83-90
JUL 02 2001	CC	John Deighton et al., "The Effects of Advertising on Brand Switching and Repeat Purchasing", Journal of Marketing Research, Vol. XXXI, February 1994, pp. 28-43
JUL 02 2001	DD	Sunil Gupta, "Reflections on 'Impact of Sales Promotions on When, What, and How Much to Buy'", Journal of Marketing Research, Vol. XXX, November 1993, pp. 522-24
JUL 02 2001	EE	Richard A. Briesch, "Does It Matter How Price Promotions Are Operationalized?", Marketing Letters 8:2 (1997), pp. 167-181
JUL 02 2001	FF	Byung-Do Kim et al., "Modeling the Distribution of Price Sensitivity and Implications for Optimal Retail Pricing", Journal of Business & Economic Statistics, July 1995, Vol. 13, No. 3
JUL 02 2001	GG	William R. Dillon et al., "A Segment-level Model of Category Volume and Brand Choice", Marketing Science, Vol. 15, No. 1, 1996, pp. 38-59
JUL 02 2001	HH	Stephen J. Hoch et al., "Determinants of Store-Level Price Elasticity", Journal of Marketing Research, Vol. XXXII (February 1995), pp. 17-29
JUL 02 2001	II	Magid M. Abraham et al., "An Implemented System for Improving Promotion Productivity Using Store Scanner Data", Marketing Science, Vol. 12, No. 3, Summer 1993
JUL 02 2001	JJ	Peter S. Fader et al., "Modeling Consumer Choice among SKUs", Journal of Marketing Research, Vol. XXXIII (November 1996), pp. 442-452
Examiner	Date Considered	

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	APPLICANT Venkatraman et al.	
	FILING DATE 12/20/00	GROUP Unknown

U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
Jnl	AA	6,094,641	07/25/00	Ouimet et al.	705	10	
Jnl	AB	6,078,893	06/20/00	Ouimet et al.	705	10	
Jnl	AC	5,987,425	11/16/99	Hartman et al.	705	20	
Jnl	AD	5,878,400	03/02/99	Carter, III	705	20	
Jnl	AE	5,873,069	02/16/99	Reuhl et al.	705	20	
Jnl	AF	5,822,736	10/13/98	Hartman et al.	705	1	
Jnl	AG	5,377,095	12/27/94	Maeda et al.	364	401	
Jnl	AH	5,117,354	05/26/92	Long et al.	364	401	

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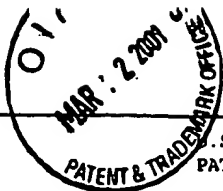
Jnl	AI		"Report of Novelty Search" by Patentec, dated Feb, 9, 2001

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<i>Ad</i>	AJ	6,032,125	02/29/00	Ando	705	10	
<i>OMP</i>	AK	6,009,407	12/28/99	Garg	705	10	
<i>OMP</i>	AL	5,712,985	01/27/98	Lee et al.	395	207	
<i>OMP</i>	AM	6,125,355	09/26/00	Bekaert et al.	705	36	
<i>OMP</i>	AN	6,032,123	02/29/00	Jameson	705	8	
<i>Ad</i>	AO	6,029,139	02/22/00	Cunningham et al.	705	10	
<i>OMP</i>	AP	5,918,209	06/29/99	Campbell et al.	705	5	
<i>Ad</i>	AQ	5,249,120	09/28/93	Foley	364	401	

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Venkatraman et al.

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Unknown

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DA	AR	5,063,506	11/05/91	Brockwell et al.	364	402	

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